We claim:

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1. A trap for flying insects comprising:

a housing defining first and second elongated chambers and an ingress opening in each chamber extending from a first position upwardly and inwardly to allow direct ingress by insects laterally as well as downwardly and inwardly; an ultraviolet lamp in each chamber, each lamp generating insect attractant light substantially the entire length of its associated chamber;

a reflective wall behind each lamp for reflecting light emitted from the associated lamp outwardly through the associated ingress opening to attract insects; and

an adhesive trapping medium extending adjacent each lamp for securing insects alighting thereon.

- The apparatus of claim 1 wherein each of said reflective walls is concave
 and extends above and behind the associated lamp to reflect outwardly an enlarged image of the associated lamp.
- 3. The apparatus of claim 2 wherein each lamp is located near the bottom of an associated ingress opening and wherein a lower edge of each reflective wall is located above the associated lamp to permit both of said lamps to be observed from lower elevations from outside the housing.

- 4. The apparatus of claim 1 wherein said housing further defines first and second receptacles located respectively on either side of said lamps, said adhesive medium being in the form of a roll; and further including a cartridge holding said roll of adhesive medium, said cartridge comprising first and second sections adapted to couple together to form a container, one end of said roll being secured in said first container section, the remainder of said roll of adhesive medium being contained in said second cartridge section, whereby said cartridge sections may be separated to align respectively with said receptacles of said housing, and be inserted therein, thereby placing said adhesive paper beneath and adjacent to said lamps.
 - 5. The apparatus of claim 4 wherein said first cartridge section includes a spool, an edge of said roll attached to said spool, said spool being adapted to couple to the shaft of a motor within said housing when said first cartridge section is placed in one of said receptacles whereby when said shaft is rotated, said adhesive medium advances and unrolled from said second cartridge section and rolled into said first cartridge section.

- 6. The apparatus of claim 5 wherein a trailing edge of said roll of adhesive medium is freely located within said second cartridge section during normal use and as said adhesive medium is spent during usage, said free end of said roll is removed from said second cartridge section, and said spindle may be rotated manually to fully embody said roll in said second cartridge section.
- 7. The apparatus of claim 6 wherein said first and second cartridge sections

 2 each include interlocking members for coupling to the opposing cartridge section when
 the two are assembled together, thereby encasing said roll within the assembled cartridge

 4 sections.
- 8. The apparatus of claim 7 wherein said first and second cartridge sections,
 when fully assembled, define an opening permitting a user to determine whether said cartridge is new or spent.

- 9. The apparatus of claim 1 further comprising an interior housing within said
 2 first-named housing, said interior housing adapted to house a drive motor and located
 beneath said lamps at the bottom of said first-named housing, and including an upper
 4 horizontal surface beneath said lamps, said horizontal surface of said interior housing
 providing support for a portion of said adhesive medium during operation, said interior
 6 housing further being located in the center of said first-named housing and having first
 and second ends spaced respectively from sidewalls of said housing to partially define
 8 said receptacles for said cartridge sections.
- 10. The apparatus of claim 9 wherein said support surface of said interior
 2 housing defines an aperture permitting light from said lamps to pass therethrough and including a light sensor beneath said aperture for sensing whether an adhesive medium
 4 is located on said support surface and for generating a signal in the absence of adhesive medium covering said aperture.

11. A disposable cartridge for use in a trap for flying insects comprising:

first and second mating sections elongated along an axis, each section including first and second endwalls and a sidewall, each sidewall defining an elongated, axially-extending opening, each section constructed to couple to the adjacent section to form a container;

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one of said sections provided with a spool extending axially thereof and rotatably mounted to its associated endwalls; and

a roll of adhesive trapping medium having one end secured to said spool whereby as said spool turns, said medium rolls onto said spool.

- 12. The apparatus of claim 11 characterized in that said sections of said 2 cartridge are interchangeable.
- 13. The apparatus of claim 11 wherein said spool includes at least one tab on
 2 an end thereof located exterior of its associated section whereby an operator may wind
 the tail end of said medium onto said spool and couple said sections together when said
 4 medium is spent and removed for replacement.

- 14. The apparatus of claim 13 wherein said first and second cartridge sections
 2 each include interlocking members for coupling to the opposing cartridge section when the two are assembled together, thereby encasing said roll within the assembled cartridge
 4 sections.
- 15. The apparatus of claim 14 wherein said first and second cartridge sections,when fully assembled, define an opening permitting a user to determine whether said cartridge is new or spent.